



ABC DEALERSHIP LOGO



ABC • DEALERSHIP

12345 Main Street • AnyTown, City 67890 • Phone: (555) 555-5555 • abcwebsite.com

**** 5-DIGIT 99999 1/1 ****

John Smith
5360 East Annaheimer Rd Apartment E
West Palm Beach, FL 99999-9999



From the desk of
Manager Bob
General Sales Manager

Dear John,

Abc Dealership has been designated as a site to conduct a special test market buyback event. Your current status qualifies you for this PRIVATE VEHICLE BUYBACK EVENT. I am in desperate need to acquire by January 31st, 2009 in order to fulfill special vehicle requests. I want to buy back your <Year Make Model> at or above market prices. You can receive up to 20% over Blue Book Trade-In Value!* Please ask for me to receive your special pricing during this limited time offer.

I would like to exchange your <Year Make Model> for any new <Model> or quality pre-owned vehicle in stock. With generous trade-in values I feel confident that you can make this exchange with little or no out of pocket expense.

Please stop by or call me at (555) 555-5555 to schedule a convenient appointment and allow me the opportunity to make you an offer for your current vehicle. A visual inspection is required to assess its value. As the General Sales Manager, I would like to offer you special pricing.

Due to the high demand for these vehicles, this event will not be advertised to the general public. This is your only notification. Again, please ask for me to receive your special pricing during this limited time offer.

Sincerely,

Manager Bob

Manager Bob
General Sales Manager

Plus, Visit your personal webpage to receive a great offer!

Security Code: 15AY

Go to: www.JohnSmith.buymynissan.biz

*Based on Kelley Blue Book base book value. Deductions from allowance may be made for equipment failure, body/interior damage, reconditioning costs and/or excessive mileage. Vehicles with lien amounts exceeding actual cash value may require an additional down payment. Status may vary from the time data was compiled. Loan is subject to lending institution's final credit approval and cannot exceed purchase price of vehicle. Limit one loan per vehicle. Excludes tax, title and license. See dealer for details. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service.